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# Automotive Daily News



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## T. P. HENRY URGES FAVORABLE ACTION ON FEDERAL AID

Declares Roads Must Continue to Receive Govt. Attention

Special from A. D. N. Washington Bureau

**WASHINGTON, Feb. 18.**—Any backward step by the Federal government as regards the policy of Federal aid would be disastrous to highway transportation and social welfare, Thomas P. Henry, president of the American Automobile Association, told the House Good Roads Committee yesterday.

He indorsed the Dowell bill, which would appropriate \$80,000,000 for each of the fiscal years 1928 and 1929, and also afford \$8,000,000 for each of these years for forest roads.

Mr. Henry urged the importance of action on the bill at this session of Congress, as failure to do so might seriously embarrass the states and the Bureau of Public Roads, when it comes to making road building programs for the years immediately ahead, he said.

The states expect Congress to continue its policy at least until the original Federal aid system is completed and any attempt which may be made now or in the future to withdraw or curtail Federal participation would be an unwarranted breach of faith and against the public interest."

"It is a magnificent conception that interstate, connecting highways will eventually link every city of 5,000 population or over, that the great coastal highways used for the transportation of mails and merchandise in interstate traffic will be connected with highways constituting our second, third, fourth and fifth lines of defense, if needed, that our great recreational areas will be opened for easy access to all our people, that tourist traffic will be encouraged, that our rural mail system may be extended, that our school system may be developed by bringing children considerable distances to consolidated schools."

The slight objection to Federal aid urged so far is that the wealthy states are taxed to pay for roads for less prosperous states. States are prosperous not because they are political units but because the whole country is prosperous, and the states that have the greatest wealth supply the nation with the most commodities. The states that pay the most taxes to the national government are the states that contain the legal headquarters of the largest number of corporations enriching themselves through a national trade."

Frank Page, chairman of the North Carolina State Highway Commission, who testified before the committee, said a nation-wide reduction in road building will be the effect next year if Congress does not pass the Dowell Federal aid bill.

Last year, Page said, thirty states exceeded their road building program by reason of the \$75,000,000 Federal aid fund.

## FORD CONGRATULATED ON FIRST AIR MAIL LINE

New York, Feb. 18.—Henry Ford has been congratulated by the Air Mail Extension Committee of the Aeronautical Chamber of Commerce of America on his first regular air mail service between Detroit, Cleveland and Chicago.

## BUICK EXPANSION NEAR COMPLETION

### Official Confident of Meeting March Production Schedules

Flint, Mich., Feb. 18.—The work of increasing the capacity of the Buick factories to 1,200 cars a day has progressed so well that officials are confident of meeting the heavy March schedule of 27,122 cars.

President H. H. Bassett has announced that the addition recently added to the motor plant is now ready. Plans for a second new building also have been announced.

This building will be used exclusively for the manufacture of crankshafts, according to Mr. Bassett, and will have a floor space of 108,000 square feet.

Buick's \$2,000,000 expansion program, Bassett said, was announced about November 1, after indications from the market that we were to enjoy an unusually heavy winter demand for cars. New orders now on hand have made necessary the 27,000 production figure for March, making a total for the first three months of 1926, or more than 15,000 cars.

"This has forced us to expand the plant, which had a normal production capacity of 1,000 cars a day. We are preparing to increase our capacity of 200 cars a day to make possible an annual production of 300,000 cars."

## N. Y. State May Draft New Rules

Albany, N. Y., Feb. 18.—Legislation with teeth in it to cut down the number of deaths and injuries from automobile accidents in this state has been presented to the Senate by Senator Mortimer Y. Ferris, chairman of the Internal Affairs Committee.

It defines as reckless driving many acts which heretofore have not been considered an offense. Among them are stopping without giving the proper signal and parking on curves or in such a way as to be dangerous to traffic; driving faster than 30 miles an hour in the case of passenger cars or 15 miles an hour in case of trucks.

Senator Ferris said that his bill contained recommendations not only of State Motor Vehicle Commissioner Charles A. Harnett, but of the Internal Affairs Committee, and that it was presented merely for the purpose of discussion. A hearing before the joint Internal Affairs Committees of the Senate and Assembly on this bill and all other legislation affecting automobiles, with the exception of that involving taxation, will be held on March 3.

## Banker Sees No Immediate Danger of 'Saturation'

CLEVELAND, Feb. 18.—Col. Leonard P. Ayres, vice-president of the Cleveland Trust Company and recognized authority on business, points out in his monthly business bulletin, made public today, that "the cars now in operation in this country are fewer than 400 per 1,000 adults." He draws this lesson from his analysis.

"No symptoms of an approaching saturation point for passenger automobiles have as yet appeared. There are indications, however, that such a condition may be approaching in some important sections of the country."

Automobile production in January reached 334,000, Ayres announced, which was a large increase over January, 1925, production and slightly in advance of production in January, 1924.

The banker declares that the greatest danger to the automobile business lies in the possibility of overproduction, but fortunately, he pointed out, a "control over the supply and demand has been exerted."

"If other industries would learn how to exercise similar controls, much would be accomplished toward smoothing out the peaks and valleys of the business cycle and avoiding the ills which result from recurring booms and depressions."

Slackening demand for iron and steel during January Ayres attributed to the coal strike. Steel prices, he pointed out, are "a shade lower" but he said that the "real test of spring demand has not yet been reached."

Peerless Sales Show Increase

Cleveland, Feb. 18.—Sales of the Peerless Motor Car Company for the first ten days of February were 70 per cent. in excess of sales for the first ten days of January, indicating a widening of sales effort at this critical time in annual sales, according to the announcement by Edward Ver Linden, president.

Ver Linden said complete records showed that January sales were 295 per cent. greater than sales in January, 1925, and 1925 sales 62 1/2 per cent. over sales in 1924.

At the same time Ver Linden announced the appointment of R. E. Raab, for the last two years manager of the used car factory branch, as assistant factory branch manager. He will be assistant to Lawrence G. Peet, recently named factory branch manager.

## A. E. C. PLANS SUMMER GATHERING AT DETROIT

Detroit, Feb. 18.—The summer meeting of the administrative board of American Engineering Council will be held in Detroit early in June, at headquarters of the Detroit Engineering Society.

In connection with this meeting there will also be held the second annual conference of engineering society secretaries. E. L. Brandt, managing secretary of the Detroit Engineering Society,

## FORD PRODUCTS GROW GREATLY IN DIVERSITY

### Output Substantially Increased in All Lines

DETROIT, Feb. 18.—The Ford Motor Company last year added to the list of varied products manufactured at its River Rouge plants, and substantially increased the output of several

The 1925 tractor production increased to 104,168 from 83,010 in 1924. Glass output increased 66 2/3 per cent., and paper 38 per cent. over the preceding year's production. There was a decline of 1 1/2 per cent. in bodies, due to increased body production at Iron Mountain. Benzol, pig iron and jobbing foundry castings showed increases.

Following is output of various products at the Rouge plants in 1925, and available 1924 comparisons:

|                              | 1925          | 1924          |
|------------------------------|---------------|---------------|
| Tractors                     | 104,168       | 83,010        |
| Glass (rough), sq. ft.       | 10,577,261    | 6,350,000     |
| Glass (finished), sq. ft.    | 9,522,649     | 5,715,000     |
| Motor benzol, gal.           | 6,753,168     | 6,300,000     |
| Ammonium sulphate, lbs.      | 18,823,806    | 15,100,000    |
| Gum, cu. ft.                 | 8,338,447,000 | 8,700,000,000 |
| Paper, lbs.                  | 4,628,700     | 3,255,000     |
| Coke, tons                   | 582,796       | 680,000       |
| Coal tar, gal.               | 6,123,879     | 6,300,000     |
| Crude light oil, gal.        | 2,104,855     |               |
| Cement, bbls.                | 222,063       |               |
| Pig iron, gross tons         | 341,325       |               |
| Ford sinter, gross tons      | 44,927        |               |
| Crushed slag, gross tons     | 243,758       |               |
| Jobbing foundry              |               | 1925, pounds  |
| Castings, iron               | 21,718,496    |               |
| Carbon steel                 | 4,112,215     |               |
| Aluminum                     | 934,612       |               |
| Manganese steel              | 70,511        |               |
| Chrome steel                 | 68,444        |               |
| Bronze                       | 895           |               |
| White metal                  | 143           |               |
| Steel ingots (elec. furnace) | 14,748,742    |               |

Production of binder board at the Rouge paper mills in twenty months increased 150 per cent. Only salvaged waste materials from Ford plants are used in the manufacture of this product, which is now being produced at the rate of twenty-five tons, or more than 130,000 square feet a day, against ten tons, or about 53,000 square feet in April, 1924.

Production of motors at the Rouge plant was started late in 1924, while cement was manufactured only six months of that year, so that no full year's comparison is available. In connection with the cement plant, there was established last year a plant for producing concrete columns and arches used in electrification of the D. T. & I.

But the biggest addition to the River Rouge plants last year was the steel rolling mill, the first unit of the steel plant to start operations. It has capacity for handling between 15,000 and 20,000 tons of steel a month. By March or April it is expected the steel plant as a whole will start functioning.

## GRADE CROSSING BILL PASSES NEW YORK SENATE

Albany, Feb. 18.—New York state Senate has passed a bill ordering the Public Service Commission to prepare plans for elimination of grade crossings and finance committee favorably has reported companion bill providing for financial expedition of work.

New Commercial Car registrations, throughout the country, will be found on page 4 of this issue.

## EMPLOYMENT IN TOLEDO GAINS

897 Employees Added To Automotive Forces During Week

TOLEDO, Feb. 18.—Employment in Toledo automotive plants continues to make big gains and keeps well above the level of 1925.

There were 897 employees added to payrolls in the fifty-one plants reporting during the last week. This gives a total of 26,215 now at work in those plants as against 22,816 for the same time a year ago.

Not only is the Willys-Overland expanding its staff but many of the subsidiary automotive plants are building up schedules.

Electric Auto-Lite is adding a few employees each week while production is being increased.

General business conditions have shown a gain of between 15 and 20 per cent. in volume over the same period last year. Credit conditions are good and the automobile dealers report excellent sales, indicating a good spring business ahead.

### COMPLAINTS INVOLVING STEEL CONCERN DROPPED

Special from A. D. N. Washington Bureau Washington, Feb. 18.—The Federal Trade Commission today dismissed its complaints against the Firestone Steel Products Company of Akron and the Midland Steel Products Company of Cleveland.

The Midland company was charged with lessening competition in the sale and distribution of automobile frame parts by the acquisition of the capital stock of the Parish & Bingham Corporation of Cleveland and the Detroit Pressed Stock Company of Detroit.

The Firestone company is a manufacturer of automobile wheel rims and rim parts.

### PIERCE-ARROW DEALERS IN BUFFALO CONVENTION

Buffalo, N. Y., Feb. 18.—Nearly 500 Pierce-Arrow dealers and distributors from all parts of the United States are gathered in Buffalo for a sales convention.

An important announcement made at the convention by Myron T. Forbes, president of the company, concerned the line of custom-built coaches, a development in automobile body design which is entirely new in the motor world, and will soon be placed on the market. The visitors saw an exhibition of sixteen cars of four models in a wide range of colors.

### Accessory Sales Heavy in Past Year

New York, Feb. 18.—Figures presented at the fourth annual banquet of the Automotive Service Association at the Hotel Astor by David Beecroft indicated that during 1925 over 53 per cent. of the automotive dollar was spent for maintenance work, parts, and accessories.

Also that this branch of the automobile industry did a volume of business in excess of \$2,000,000,000 last year and that the increase in the number of cars in use during the current year will bring this volume over \$500,000,000, reaching a total in excess of \$2,500,000,000.

With over 350 service executives and fleet operators in attendance this banquet proved to be the largest gathering of men in the maintenance branch of the automotive industry ever held.

H. Ivan Stengel, president of the Automotive Service Association and maintenance engineer of the Upper-Cadillac Corporation, acted as toastmaster. Other speakers were Peter Schmuck, chief judge of the City Court of New York, and William E. Kemp, vice-president of the Automotive Service Association.

**BUSES GET THROUGH THIS.** Sydney, N. S. W., is to have government controlled buses to aid the trams in coping with the enormous passenger traffic of city and suburbs. The existing privately owned buses have for years had to negotiate crowded thoroughfares such as those shown in the picture.



### DISCUSS COMPULSORY AUTO INSURANCE

Trenton, N. J., Feb. 18.—Compulsory automobile liability insurance was discussed before the house committee at the State House. Assemblyman Hershfield, chairman of the commission on investigating liability insurance, led the proponents of the bill.

That the proposed insurance bill would increase the number of accidents as well as the number of careless and incompetent drivers was charged by Henry Pilch, of Newark, on the theory that in the event of a crash the company would pay the bill. He also expressed the belief that the measure was the entering wedge for a state insurance system.

Commissioner Edward Maxson, of the Department of Banking and Insurance, urged that the measure be amended, removing his department of the duty of passing upon the financial responsibility of motorists in cases where they desired to follow this in lieu of taking out a policy. Such a duty, he said, should be supervised by the commissioner of motor vehicles. Several other companies and representatives of concerns spoke in opposition to the bill.

### TO DISCUSS ENGINEERING AND PLANT MAINTENANCE

Special from A. D. N. Detroit Bureau

Detroit, Feb. 18.—"Plant Engineering and Maintenance" will be the general topic of discussion at the fourth meeting of the series in the clubhouse of the Detroit Engineering Society tonight. Speakers and subjects are: Joseph Lannen, "Incentives in Maintenance"; E. B. Elliott, "Scheduling Maintenance Work"; J. R. Sweet, "Planning Maintenance Work."

Tomorrow night, L. G. Macomber, director of traffic and transportation, Board of Commerce, will talk on "Transportation." He was formerly traffic commissioner of the Board of Commerce of Toledo, and is a recognized authority on the subject.

### IMPORTS INCREASE IN UNION OF SOUTH AFRICA

Special from A. D. N. Washington Bureau

Washington, Feb. 18.—In the Union of South Africa, which is by far the most important section of British South Africa, imports for the first half of 1925 were the largest recorded in five years, Trade Commissioner P. J. Stevenson, at Johannesburg, reported to the Department of Commerce today.

Automobiles were the chief single contributor to the increase, rising in value from £1,345,857 in the first half of 1924 to £1,530,060 in the 1925 period, and in number from 7,230 to 1,161. Parts and chassis advanced from £137,075 to £176,396; motorcycles from £89,417 to £136,448 and in number from 1,674 to 3,039.

## CAR PER FAMILY AIM OF NATIONS

N. A. C. C. Joins in World Movement to Motorize

NEW YORK, Feb. 18.—"A car for every family" is the ultimate goal of a worldwide program resulting from the Second World Motor Transport Congress held under the auspices of the National Automobile Chamber of Commerce in New York in January.

The first active step in this program is the invitation on the part of the Australian motor convention inviting the United States to send a representative to confer with motor authorities of the Pacific continent at the time of the international automobile show to be held in Melbourne, opening April 28. Walton Schmidt, field representative of the Chamber in the United States, has been appointed as delegate.

Other countries which have asked representatives of the automobile industry in the United States to join with them in this movement include Cuba, Austria and most of the European and Latin-American countries.

Col. Charles Clifton, president of the National Automobile Chamber of Commerce, will name at least three men to carry on the work outlined in this international effort. These men will be liaison officers between the motor groups in the different nations, taking to them the experience and information which the automobile industry has accumulated in the United States and in turn gathering the experiences of foreign lands and making them available locally.

Mr. Schmidt will take with him information on taxation, legislation, traffic, gauging, finance and sales plans, and at the same time will study these subjects in conference with the authorities in Australia.

He will likewise visit Hawaii, New Zealand, British Malay States, Burma, India, Ceylon, Persia, Syria, Egypt, East Africa, and South Africa. Mr. Schmidt will start for Australia within a few days, sailing from San Francisco, and will be gone about nine months.

"With all nations working toward the goal of a car for every family this objective is much closer than it was a few years ago," said Col. Clifton, commenting on the campaign.

### TOLEDO SHOW SUCCESS IN SALES AND ATTENDANCE

Toledo, Feb. 18.—Final returns from Toledo's 18th annual automobile show indicate that the event this year, held February 8 to 13, broke all attendance records with 65,000 persons passing through the doors, and hung up a new sales record when orders for 653 passenger cars were booked.

Dealers displayed thirty-nine lines of passenger cars and about fifteen lines of trucks. There were more than a score of accessory exhibits.

### \$5,250,000 ROAD WORK TO BE AWARDED IN W. VA.

Charleston, W. Va., Feb. 18.—Contracts for new state roads to be constructed during the coming season at a cost of approximately \$5,250,000 will be awarded within the next few days, C. P. Fortney, chairman of the State Road Commission, announced here. The projects are part of West Virginia's \$50,000,000 road building program, designed to connect all county seats in the state with hard-surfaced highways.



**DUNLOP**  
**TIRE**

## Jordan Sees Benefit in Ford Cuts to Other Cars

CLEVELAND, Feb. 18.—Henry Ford's price cuts, just announced, will prove a strong stimulant for sales of all medium priced automobiles, according to predictions today by Edward S. Jordan, president of the Jordan Motor Car Company, Cleveland.

"There are several million owners driving Ford cars now, and the reduction in prices will make a bigger increase this year than ever before," Jordan predicted.

"The American people have an irresistible desire to advance socially, and the greatly increased number of Ford owners will mean a much larger increase in the normal number of prospects for better cars, owners who first have driven Fords. Even if there were no prospects who never had owned a car before, there would still be a tremendous market for medium priced cars created by the natural desire on the part of owners of low priced cars to drive better ones."

"Of course, the Ford owner will never be a prospect for a heavy, bulky car that is expensive to operate, but he will demand a lighter, more economical car because he knows by experience that traffic conditions make that type of car most useful."

"This fact and others will help to boost the sales of all cars priced under \$2,000."

Jordan said prospects would come from:

1.—Increased use of cars by present owners and the resulting demand for replacements.

2.—The demand for second, third and even fourth cars in a family.

3.—The farmers who are just beginning to buy and who will buy in greater volume as soon as the next crops are paid for.

### SET SHOW DATES

Savannah, Ga., Feb. 18.—The Savannah Automobile Trades Association has definitely decided to hold a spring auto show, the date to be the week of April 5.

## Automobile Show Events

### MONMOUTH COUNTY SHOW PLANNED FOR RED BANK

Red Bank, N. J., Feb. 18.—The Automobile Dealers' Association of Monmouth county will hold its annual show at the Red Bank Armory, February 27 to March 6.

The automobile dealers have selected Maurice Schwartz of Red Bank as general manager of the show.

### CANTON AUTOMOBILE SHOW OPENS MONDAY

Canton, O., Feb. 18.—The Canton Automobile Dealers' Association has completed all plans for the annual automobile show to open Monday night, February 22, at the Land o' Dance ballroom. The show gives promise of being the biggest event of its kind ever held here.

Space has been provided for 110 models of motor cars and better than thirty standard makes of machines will be exhibited.

### SEATTLE DEALERS TO HOLD INDIVIDUAL SHOWS

Seattle, Wash., Feb. 18.—Plans have been completed for the annual Seattle Automobile Show, which will be opened Saturday in various showrooms of the local dealers and will continue throughout next week.

Features of the sale will include a used-car auction, a parade of old,

### WORSHAM ELECTED HEAD OF DALLAS A. T. A.

Dallas, Tex., Feb. 18 (U. P. T. S.)—At a special meeting of the board of directors this week J. M. Worsham of the Worsham-Buick Company was elected president of the Dallas Automotive Trades Association to succeed John E. Morrissey, resigned. Mr. Morrissey, elected at the annual meeting of the organization some two months ago, relinquished the post because press of other duties prevented his devoting the time he thought necessary to the office. L. R. Filgo of the Filgo Motor Company was named vice-president to succeed Mr. Worsham.

### Defunct Rollin Co. Sold at Auction To 12 Bidders

Cleveland, Feb. 18.—Sale at auction of the assets of the Rollin Motors Company, bankrupt manufacturers of the Rollin Four, for a total of \$47,500 to a group of twelve bidders was confirmed here today in United States Court, on report of Referee in Bankruptcy Fridolin.

Creditors will receive about 5 per cent. on the dollar, according to announcement by Referee Fridolin, who with J. T. Johnson handled the liquidation of the concern.

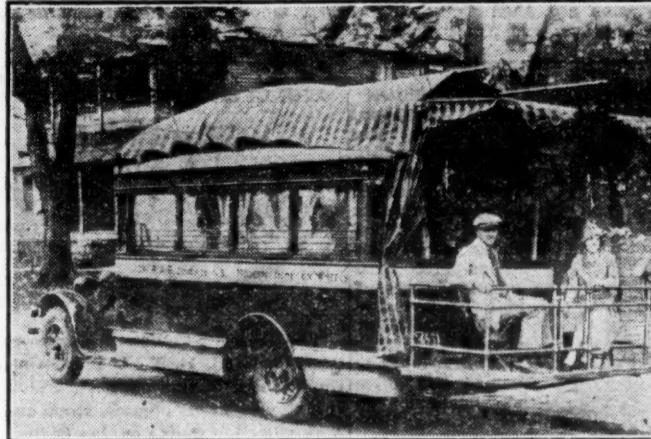
The parts manufacturing and supply business was purchased by the Cleveland Tractor Company. The Rollin manufacturing plant was located in the tractor company factory.

The fact that the assets brought so little was accounted for by the fact that officials of the Rollin company liquidated most of the company's assets before the voluntary petition in bankruptcy was filed two months ago.

### ELDRIDGE RESIGNS

Harrisburg, Pa., Feb. 18.—Howard Eldridge has resigned his position as wholesale manager of the M. Brenner and Sons Motor Company, Hupmobile distributors in central Pennsylvania.

**ALL THE COMFORTS OF HOME.** This massive motor bus contains a shower, bath, kitchenette and dining room, bedroom and space for luggage. One of its unique features is a regular observation platform in the rear.



International Newsreel Photo.

## With the Distributors

### LINCOLN FRANCHISE

Baltimore, Feb. 18.—A new Lincoln franchise has been granted for this territory to Drew Motors, Inc., which has just been organized, with Harold W. Drew as president.

This new grant gives the Drew company exclusive rights to Lincoln merchandising in and around Baltimore.

The following men are announced as backers of Drew Motors: S. Duncan Black, A. G. Decker, W. C. Allen, R. W. Proctor and R. D. Black. Another member of the group is G. W. Brogan of the Brogan Advertising Agency of Towson.

### New Chevrolet Branch

Houston, Tex., Feb. 18.—The Chevrolet Motor Company has opened a new branch in this city with headquarters at 918 Caroline St., while its new \$35,000 building is being completed at 1518 Washington Ave. The name of the local firm is the Central Chevrolet and

will render service to dealers and car owners in South Texas. R. W. Peck, formerly manager of the Dallas branch is manager here.

### Take on Locomobile

Columbus, O., Feb. 18.—The Hornbeck-Yates Motor Company, 967 North High St., which has been in business here for about two years, has just become Columbus and Central Ohio distributor for the Locomobile which it will handle in addition to the Hudson-Essex line.

### To Handle Oakland

Lima, O., Feb. 18 (U. T. P. S.)—The Howell Motor Company, recently incorporated with a capital of \$30,000 will open at 119 North McDonel St., as a distributor for the Oakland and Pontiac line of cars. W. H. Howell is president and manager of the company.

## for Economical Transportation



## "—Our Biggest January Of All!"

January 23, 1926.

### TEXARKANA, ARK.

"New car enthusiastically received by public. Has given us largest January business ever had. Landau Sedan is most attractive model we have ever shown. Anticipate most profitable selling season ahead we have ever experienced."

### CROUCH CHEVROLET SALES CO.

*This is No. 12 of a series of telegraphic reports on the reception of the Improved Chevrolet by dealers and public.*

### CHEVROLET MOTOR COMPANY, DETROIT, MICH.

*Division of General Motors Corporation*

Q U A L I T Y A T L O W C O S T

## American Autos Register High in South Australia

Brisbane, Australia, Feb. 18 (U. T. P. S.)—Brisk business is reported by Mann's Motors Limited, Chevrolet distributor for South Australia, in December delivered 277 new Chevrolet cars and trucks, a number exceeded only once in South Australia, when last September the same firm delivered 302 Chevrolet cars and trucks.

The present price of the Chevrolet car in South Australia with five seater Australian built Duco finished body is £208.

Chevrolet registrations during December numbered 151, Ford 98, Overland 96, Hudson-Essex 62, Chrysler 48, Buick 44, Dodge 43, Oldsmobile 33, Oakland 30, Studebaker 20, Willys Knight 14. Among other than American makes Fiat ranked first with 35.

The table herewith gives a comparative picture of car registrations in South Australia in 1925 as against registrations in 1924.

|           | 1925. | 1924. | 1923. | 1922. |
|-----------|-------|-------|-------|-------|
| January   | 918   | 846   | 505   | 151   |
| February  | 953   | 861   | 414   | 225   |
| March     | 814   | 916   | 432   | 209   |
| April     | 587   | 822   | 319   | 183   |
| May       | 634   | 862   | 452   | 179   |
| June      | 620   | 589   | 404   | 181   |
| July      | 634   | 688   | 518   | 269   |
| August    | 623   | 657   | 559   | 362   |
| September | 807   | 776   | 678   | 325   |
| October   | 754   | 834   | 661   | 259   |
| November  | 711   | 526   | 608   | 327   |
| December  | 838   | 719   | 503   | 200   |
|           | 8,913 | 9,096 | 6,057 | 2,957 |

### DODGE BROS. DEALERS MEET IN NO. DAKOTA

Minot, N. D., Feb. 18.—The sentiment of the Dodge Brothers automobile dealers in North Dakota reflects splendid business, according to H. B. A. Wigginton of Parker-Wigginton, following a two-day session of dealers in Minot.

Actual orders placed for 1926 by dealers at this convention indicate a record year, said Mr. Wigginton.

## Dittmer Gear Plans Higher Production

Lockport, Feb. 18.—The Dittmer Gear and Manufacturing Corporation of Grand Street, manufacturer of gears and transmissions for automobiles, has just completed a highly constructive and profitable year, President A. H. Dittmer reports, following the annual meeting of stockholders.

The personnel of the board of directors, all of whom were re-elected, is as follows: W. F. Williams, Joseph Dussault, R. E. Hyatt, W. A. Dickenson and A. H. Dittmer.

Shipments during the past twelve months were 51 per cent. ahead of 1924, President Dittmer said. During 1925 orders increased 72 per cent., and customers increased 25 per cent.

"We are expecting 1926 to be a larger year all around than was 1925," Mr. Dittmer said. "At present orders are coming in faster than we can handle them and we are purchasing additional machinery, the need of which has been definitely established. In the face of this we will continue our policy of running considerable overtime and are now organizing a night shift."

During the coming year the concern plans to increase its advertising budget which was rather light during 1925.

### BIG PISTON SHIPMENT

Seattle, Feb. 18.—The biggest single shipment of piston rings ever to come to Seattle, close to 150,000 rings, has just been received by the Burd Ring Sales Company, according to Manager John S. Baisden.

## New Automotive Equipment

This department is devoted to the newest developments in automobile accessories, replacement parts and shop equipment. Its columns are open to manufacturers, who are invited to submit descriptions and illustrations of their latest products.

### GEAR-SHIFT TRANSMISSION

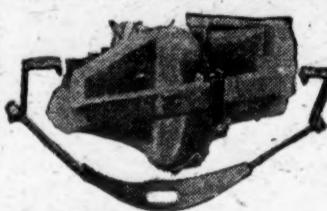
The Price-Hollister Company, Rockford, Ill., is producing the Jumbo gear-shift transmission, pictured here, which company officials claim will afford three times the under-drive speed power of the regular Ford low—yielding a slow, steady pull that will lift the car out of bad holes or push it up steep grades, they claim.

The claim is also made for the Jumbo that it doubles the pulling capacity of the Ford one-ton truck and can also be used as effectively for two-ton trucks. The Jumbo is priced from \$67.50 to \$112.

### TWO NEW INVENTIONS

Washington, Feb. 18.—An automatic gear box for automobiles that will do away with all manual gear shifts and greatly simplify the art of driving, and a self-recording speedometer that will settle all arguments between supposed speeders and traffic officers are two of the latest Swedish inventions, the automotive division of the Department of Commerce was informed today.

### PIONEER ENGINE SUPPORT



The Brewer-Tichenor Corporation, Cortland, N. Y., is marketing the Pioneer engine support, which it claims tightens chassis, stops engine vibration, holds engine in line, increases engine power, repairs as well as prevents broken crankcase arms and affords easier riding. It is designed for Fords, either new or old model and sells for \$2.50.

### NEW SNOW MELTER

New York, Feb. 18.—A new motor-driven device for the removal of snow from highways by means of heat is being exhibited by its inventor, J. B. Lodge, a hotel man of Beacon, N. Y. The device consists of a heated steel drum suspended before a truck on which is the machinery for forcing crude oil into the drum, where it is ignited. As the motor-driven truck moves forward the heated drum rotates over the snow, melting it rapidly.

## DIRIGOLD CORP. BUYS HAYNES AUTO PLANT

Chicago, Feb. 18.—Sale of the Haynes Automobile Company body plant at Kokomo, Ind., to the Dirigold Corporation, Chicago, has been negotiated by the Fantus Factory Service. The Dirigold Corporation, making a product closely resembling gold, is moving its plant from Sweden, and will be in production at Kokomo within ninety days. The 150,000 square feet of floor space was contemplated for the Haynes Company in 1923, but was never used.

### SEEK RIGID LIGHT LAWS

Seattle, Feb. 18.—It is understood that the state highway department is planning an active campaign for safer road illumination of motor cars. The campaign will probably result in the city councils in leading Washington municipalities being asked to pass rigid light laws, embodying requirements of the eight-point tests.

## HASSLER-TEXAS CO. IN REORGANIZATION

Dallas, Tex., Feb. 18.—Reorganization of the Hassler-Texas Company of this city, with branches in Houston and San Antonio, was completed recently, James K. Beach being now president. Associated with Mr. Beach are Marshall Collins of South Bend, Ind., as vice-president, and John Harvey, treasurer. This firm is one of the largest distributors of Hassler stabilizers in the country, including Mexico and the South Western states in its territory. It was organized six years ago.

### ANOTHER HICKS STORE

Waco, Tex., Feb. 18.—The twenty-seventh retail tire store of the Hicks Rubber Company, whose headquarters are in this city, was opened February 10 in Colorado, Tex., it has been announced. Hicks Rubber Company stores are scattered throughout Texas.

## WISCONSIN AXLES

WISCONSIN Axles are known and recognized as standard throughout the world. Used under more than one hundred different makes of trucks, busses, coaches, railcars and tractors.

Bevel Gear, Double Reduction and Worm Drive

Full-Floating Semi-Floating

WISCONSIN PARTS CO.

Oshkosh, Wis.

## LATEST MONTHLY NEW COMMERCIAL CAR REGISTRATIONS

The figures shown in this table are for January, except where otherwise noted, and are compiled by R. L. Polk & Co. of Detroit.

| States       | Acme | Autocar | Brockway | Chevrolet | Com-<br>merce | Diamond-T | Dodge | Dodge-Graham | Federal | Ford | Garford | G. M. C. | Inter-<br>national | Mack | Mason | Over-<br>land | Pierce-<br>Arrow | Reo | Republic | Ruggles | Selden | Service | Star | Sterling | Stewart       | U. S.     | White        | Miscel-<br>laneous | Totals | States |
|--------------|------|---------|----------|-----------|---------------|-----------|-------|--------------|---------|------|---------|----------|--------------------|------|-------|---------------|------------------|-----|----------|---------|--------|---------|------|----------|---------------|-----------|--------------|--------------------|--------|--------|
| Alabama      |      |         | 28       |           | 16            | 4         | 7     | 246          |         |      |         | 4        | 1                  |      |       |               |                  | 5   |          |         |        |         |      |          | 3             | 3         | 317          | Alabama            |        |        |
| Arizona      |      |         | 3        |           | 7             | 4         |       | 25           | 3       |      |         |          |                    |      |       |               |                  |     |          |         |        |         |      |          | 3             |           | 46           | Arizona            |        |        |
| Arkansas     |      |         | 2        |           | 2             | 1         |       | 66           |         |      |         | 1        |                    |      |       |               |                  |     |          |         |        |         |      |          | 1             |           | 73           | Arkansas           |        |        |
| California   | 1    | 20      | 137      |           | 170           | 108       | 35    | 395          | 8       | 23   | 14      | 56       |                    |      | 2     | 12            | 57               | 1   | 2        |         | 16     | 3       |      | 87       | 81            | 1224      | California   |                    |        |        |
| Colorado     |      |         | 10       |           |               |           |       | 34           |         |      |         |          |                    |      |       |               |                  | 2   |          |         |        |         |      |          |               |           | 46           | Colorado           |        |        |
| Conn'cticut  | 1    | 3       | 9        | 61        |               | 90        | 21    | 20           | 261     | 2    | 6       | 17       | 28                 |      |       | 4             |                  | 55  | 1        |         |        | 1       | 1    |          | 23            | 26        | 630          | Connecticut        |        |        |
| Delaware     |      |         | 7        |           | 2             | 4         |       | 96           |         |      | 1       |          |                    |      |       |               | 1                |     | 10       |         |        |         |      |          | 1             | 7         | 130          | Delaware           |        |        |
| Florida      | 1    | 9       | 35       |           | 29            | 70        | 17    | 555          |         |      | 41      | 14       |                    |      | 3     |               | 30               | 1   | 22       |         |        |         |      |          | 24            | 15        | 866          | Florida            |        |        |
| Georgia      |      |         | 16       |           | 13            | 4         | 4     | 204          |         |      | 2       | 6        | 2                  |      | 2     |               | 5                |     |          |         |        |         |      | 5        | 3             | 266       | Georgia      |                    |        |        |
| Idaho        |      |         | 16       |           | 15            | 4         |       | 46           | 1       | 1    | 2       |          |                    |      | 1     |               | 3                |     |          |         |        |         |      | 5        | 3             | 100       | Idaho        |                    |        |        |
| Illinois     |      | 40      | 193      |           | 140           | 208       | 70    | 65           | 788     | 8    | 15      | 170      | 36                 |      |       | 7             | 6                | 101 | 6        |         | 4      | 3       | 19   | 7        | 70            | 240       | 2196         | Illinois           |        |        |
| Indiana      |      | 1       | 50       |           | 23            | 20        | 6     | 289          |         | 1    | 23      | 2        |                    |      | 6     |               | 10               |     |          | 2       |        |         | 2    | 7        | 9             | 451       | Indiana      |                    |        |        |
| Iowa         |      | 1       | 129      |           | 23            | 26        | 4     | 455          |         | 3    | 32      | 5        |                    |      | 1     |               | 28               | 2   |          | 3       |        | 1       | 4    | 16       | 733           | Iowa      |              |                    |        |        |
| Kansas       |      |         | 4        |           | 8             | 2         |       | 54           |         |      | 2       |          |                    |      |       |               |                  |     |          |         |        |         |      | 1        | 9             | 81        | Kansas       |                    |        |        |
| Kentucky     |      |         | 11       |           | 8             | 1         |       | 95           |         | 2    | 10      | 2        |                    |      | 1     |               | 7                |     |          |         |        |         |      | 1        | 19            | 157       | Kentucky     |                    |        |        |
| Louisiana    |      |         | 22       |           | 32            | 6         | 8     | 315          |         | 1    | 9       | 4        |                    |      |       |               | 2                |     |          |         |        |         |      | 9        | 6             | 414       | Louisiana    |                    |        |        |
| Maine        |      |         | 9        |           | 9             | 2         |       | 54           |         | 1    |         | 1        |                    |      |       |               |                  |     |          |         |        |         |      |          | 1             |           | 78           | Maine              |        |        |
| Maryland     | 1    | 10      | 2        | 39        | 1             | 26        | 10    | 7            | 215     | 1    | 6       | 14       | 9                  |      |       | 2             | 1                | 21  | 1        | 2       | 1      | 3       |      | 19       | 11            | 402       | Maryland     |                    |        |        |
| Mass'sets    | 19   | 7       | 32       |           | 83            | 40        | 17    | 380          | 2       | 8    | 18      | 32       | 5                  | 2    | 4     | 85            |                  | 2   | 1        | 3       | 2      | 31      | 39   | 812      | Massachusetts |           |              |                    |        |        |
| Michigan     | 2    | 5       | 112      | 4         | 1             | 98        | 58    | 58           | 1148    |      | 20      | 51       | 19                 |      |       | 11            | 2                | 106 | 5        | 12      |        |         | 6    | 140      | 1863          | Michigan  |              |                    |        |        |
| Min'sota     | 1    |         | 95       |           | 3             | 17        | 27    | 6            | 225     | 7    | 3       | 20       | 5                  |      |       | 7             |                  | 22  |          |         |        |         | 7    | 10       | 457           | Minnesota |              |                    |        |        |
| Missouri     |      |         | 28       |           | 2             | 16        | 13    | 5            | 187     |      | 8       | 4        | 8                  |      |       | 1             | 1                | 8   | 2        |         |        |         | 6    | 12       | 301           | Missouri  |              |                    |        |        |
| Montana      |      |         |          |           |               |           |       |              | 3       |      |         |          |                    |      |       |               |                  |     |          |         |        |         |      | 3        |               | Montana   |              |                    |        |        |
| Nebraska     |      |         | 29       |           | 21            | 11        | 5     | 314          |         | 3    | 14      |          |                    |      | 1     |               | 3                |     |          |         |        |         | 2    | 14       | 419           | Nebraska  |              |                    |        |        |
| N. Hamp.     |      |         |          |           | 5             |           | 18    |              |         | 1    |         |          |                    |      |       | 1             | 6                |     |          |         |        |         |      | 1        |               | 33        | N. Hampshire |                    |        |        |
| N. Jersey    |      |         |          |           |               |           |       |              |         |      |         |          |                    |      |       |               |                  |     |          |         |        |         |      |          |               |           |              | New Jersey         |        |        |
| N. Mexico    |      |         | 6        |           | 7             | 4         |       | 55           |         |      | 1       |          |                    |      |       |               |                  |     |          |         |        |         |      |          |               | 74        | New Mexico   |                    |        |        |
| New York     | 3    | 62      | 59       | 240       | 2             | 15        | 232   | 97           | 55      | 1505 | 3       | 28       | 68                 | 195  | 4     | 30            | 54               | 141 | 2        | 25      | 2      | 8       | 9    | 13       | 184           | 74        | 3110         | New York           |        |        |
| N. Car'olina |      |         | 3        |           | 4             | 10        |       | 62           |         | 3    | 1       |          |                    |      |       | 1             | 2                | 2   |          |         |        |         |      | 1        | 5             | 94        | So. Carolina |                    |        |        |
| N. Dakota    |      |         |          |           |               | 2         | 1     | 36           |         |      |         |          |                    |      |       |               |                  | 1   |          |         |        |         |      |          |               |           | 40           | North Dakota       |        |        |
| Ohio         |      |         | 18       |           | 2             | 15        | 8     | 1            | 123     | 1    | 11      | 2        |                    |      | 3     | 1             | 12               |     |          |         | 1      |         |      | 13       | 19            | 231       | Ohio         |                    |        |        |
| Oklah'ma     |      |         | 21       |           | 6             | 9         | 1     | 148          |         | 1    | 3       | 2        |                    |      |       | 6             |                  |     |          |         |        |         | 2    |          |               | 199       | Oklahoma     |                    |        |        |
| Oregon       |      |         | 19       |           | 6             | 1         | 35    |              | 3       | 2    |         | 3        |                    |      | 3     |               | 3                |     |          |         |        |         | 7    | 3        | 82            | Oregon    |              |                    |        |        |
| Pennsyl.     | 14   | 79      | 30       | 278       | 7             | 17        | 269   | 168          | 38      | 1050 | 11      | 25       | 103                | 90   | 21    | 38            | 15               | 144 | 8        | 6       | 5      | 41      | 17   | 122      | 103           | 2699      | Penn         |                    |        |        |

## Here and There in the Trade Headlines — By G. O. MacConachie



## Tire Sales in General Show Slight Improvement

O GDEN, Utah, Feb. 18.—The drop in tire prices caused considerable excitement among local dealers.

J. E. Olson, proprietor and manager of the Olson Motor Supply Company, said tire dealers here now are buying carefully.

The weather has been fine generally, and people are using their automobiles freely. At Joe's Tire Shop one of the more important tire establishments of the city, it was stated that business was holding up well. An official of the J. G. Read & Brothers Company, wholesale house doing business in a number of states besides Utah, reported that the unsteady price situation was causing dealers to be conservative in placing orders.

The George E. Browning Company, Lee tire distributor, reported a better demand for tires in spite of the price situation.

Generally speaking the tire business is about normal for the season, and somewhere near the demand of last month. The repair business is good and the tendency is to open more repair shops or repair departments. Balloons are holding their own in sales.

The industrial situation is favorable and the demand for tires from business houses as well as motorists should be good this spring, in the opinion of tire men.

## COLUMBUS SALES BETTER

Columbus, O., Feb. 18 (U. T. P. S.)—With better weather prevailing there has been a decided improvement in the demand for tires in Columbus during the past week.

Buying is general and all sizes are moving fairly well, according to a survey of the various downtown dealers and distributors. Business during the week was somewhat better than the week before. Compared with the volume of business in the previous month there is an increase of about 10 to 15 per cent.

As between high pressure tires and balloons business is about 55 per cent. balloons and 45 per cent. high pressure.

Tires have been selling briskly, and a small increase over tube business a month ago is reported. Recent price changes have not resulted in any great change in volume and dealers believe there will be no fluctuation. Prospects for the future are exceedingly bright.

## SALES INCREASE 15 PER CENT.

Portland, Ore., Feb. 18.—Tire sales here showed an increase of approximately 15 per cent. during the week ended February 7 over the previous week. While it is possible that the reduction in the price of tires had something to do with the rise in the number of sales, it is generally conceded that recent sunny days were a definite cause.

The increase in sales which Fordney-Bowman-Wrisner, Inc., enjoyed during the first week in

February, Mr. Wrisner attributes to the pleasant weather.

Peck Brothers and Bartle, who handle the Mohawk line of tires, state that the first of the month business had much to do with the increase in the percentage of sales during the first week in February.

M. A. Wurzweiler, manager of the Western Rubber Company, reports that their increase also was due to the first of the month business. They are ahead of last year, he added.

The distribution of Brunswick tires has been taken over by the J. P. Cronin Company and their territory includes the state of Oregon. Leavens and Howard, Inc., formerly were distributors of Brunswick tires.

C. H. Jones of the Lee Tire Company spent the second week in February covering the territory of the firm.

## WYOMING SALES SLOW

Rock Springs, Wyo., Feb. 18 (U. T. P. S.)—Rock Springs tire dealers are not buying heavily at the present time, carrying only sufficient stock to meet the demand. Tire demand in this section of the state is at its low ebb at this time of the year because of the curtailed motor traffic and the absence of tourist trade.

These merchants also report that the sales this year are less than a year ago, with the low pressure types steadily gaining in demand. A few months ago about 20 per cent. of the tires sold were of the low pressure type. This has increased to between 25 and 30 per cent. One dealer is selling balloons almost entirely. Tires being repaired at the shops show that the users are leaving the tires on their cars longer than before the increase in prices.

Several of the dealers are expecting to stock heavily on the low priced tires which factories are preparing to market in competition with the mail order house prices, expecting this class of tires to materially increase their tire sales.

## REPAIR BUSINESS BRISK

Rockford, Ill., Feb. 18.—Despite ideal weather conditions prevailing the past week and an unexpected reduction in tire prices, local demand for tires. The fact that motorists did not sustain a normal many drivers are planning on buying new cars in the spring and do not now wish to purchase new tires, combined with the evident belief that tires will take another drop shortly, are the reasons advanced by local tire dealers for the slow trading.

Wholesale business, however, shows a marked improvement.

## Tire Notes

## SALES MEN GET TRIP

San Francisco, Feb. 18.—Frank Zanazzi and W. A. Hill, Federal tire salesmen, are now in the East visiting Federal headquarters in Springfield, Mass., New York and Cudahy, Wis. The trip is a reward for having been among the ten high salesmen of the country during 1925. The salesmen are accompanied by A. L. Dexter, district manager of the Federal Rubber Company here.

## OAK RUBBER CO. ELECTS

Revere, Mass., Feb. 18.—At the meeting of the stockholders of the Oak Rubber Company, the board of directors was re-elected as follows: J. G. Goodman of Ashland; W. J. Beckley, P. E. Collette, J. W. Shira, P. L. Frank, R. D. Laughlin, and J. E. Albright. The officers are as follows: Goodman, president; Collette, secretary and treasurer, and Shira, general manager.

## SERVICE STATION BOUGHT

Forth Worth, Tex., Feb. 18.—The Goodyear Tire and Rubber Company's service station, located at 510 Throckmorton St., has been purchased by the Allweather Tire Company from the former owners, F. M. Anderson Tire Company, and will be continued under the management of W. B. Townsend.

## MANAGER TRANSFERRED

Rochester, N. Y., Feb. 18.—J. L. Eyer, formerly manager of the Albany branch of the Firestone Tire and Rubber Company, has been transferred to the Rochester branch at 286 Court St.

## MOHAWK RUBBER CO. ELECT OFFICERS AND DIRECTORS

Akron, O., Feb. 18.—J. F. Jones, sales manager of the Mohawk Rubber Company, has been elected to the board of directors of that company. At the end of thirty days, another meeting will be held, at which time another director will be elected.

The directors who were re-elected were Francis Seiberling, S. S. Miller, M. E. Mason, H. L. Rose, J. K. Williams, R. M. Pillmore and G. O. Parker. All the officers of the company were also re-elected by the board of directors and are S. S. Miller, president; Francis Seiberling, vice-president; R. E. Bloch, treasurer; H. H. McClosky, secretary; H. H. Matz, assistant treasurer; J. F. Jones, sales manager, and P. H. Goodall, assistant sales manager.

The Excelsior Tire Company reports that it has secured fifty-six new tire dealers in three states during the past ten days to handle the Zev line. These dealers are mainly located in smaller cities and towns feeding the farmer trade.

Tire repair stores and vulcanizing shops are doing double the business that is normal for this season.

## St. Paul Man Invents New Cushion Tire

St. Paul, Minn., Feb. 18.—Plans have been completed by G. H. Young, head of the R. A. C. Tire Corporation, for the marketing of an automobile tire of his own invention, which he claims will be a new factor in "fast travelling on rubber wheels."

The tire contains neither air nor inner tube, but a patented cushion of peculiar construction. This system, according to the inventor, assures from 50 to 100 per cent. greater length of life while losing none of the cushion effect.

There can be no punctures nor blowouts.

The tires are being manufactured at the rate of 500 daily.

## CANADIAN RUBBER INDUSTRY AT HIGH LEVEL DURING '25

Montreal, Feb. 18.—One million more automobile tires were made in Canada in 1925 than in 1924. Half a million more tires were exported last year than during the previous year. More than 3,000,000 were manufactured altogether.

"The volume of business, both export and domestic, was very large," reported A. B. Hannay, manager and secretary of the association, to the members. The tonnage of output by Canadian rubber factories was by far the greatest in history.

"More than 3,000,000 automobile tires were manufactured, as against 2,000,000 the year before. This increase was required to take care of enlarged demand for Canadian tires both at home and abroad. At home car registrations showed an increase of some 75,000 automotive vehicles, the total Canadian car registration being between 725,000 and 730,000."

"Canadian production of passenger automobiles amounted to almost 140,000 cars and, in addition, more than 22,000 trucks. These figures show substantial increases over the previous or any past year. These cars and trucks were all supplied with tires by Canadian manufacturers; the domestic field was more closely held than ever, as only 30,000 pneumatic tires were imported during the year, this being only half the number of pneumatic imported the year before."

"Tire exports during the year increased to over a million, from a little more than half a million during the year 1924. Territorially, the export distribution of Canadian tires was widespread, more than fifty different countries and colonies buying tires made in Canadian factories. The export value of Canadian tires and tubes for the year reached a total value of \$11,500,000, being an increase of about

## Trenton Tire Plants Operate Overtime

Trenton, N. J., Feb. 18.—Trenton tire manufacturers are very busy at the present time and two of the concerns are operating overtime.

The Murray Rubber Company is one of the few rubber concerns which has for the past year maintained a steady twenty-four hour schedule, running three shifts. Its production has expanded to such an extent that the company is now enjoying sales well over \$1,000,000 a month.

It claims the distinction of being the largest user of crude rubber of any concern in Trenton. Murray tires, while comparatively new, are enjoying a national reputation, being sold in nearly every state in the Union. The company has enough orders on hand to guarantee maximum production for the first six months of 1926.

100 per cent. over the previous year."

J. D. Hathaway of the Northern Electric Company, Ltd., was elected president of the association for the ensuing year. Other officers will be: Vice-president and treasurer, John Western; Dunlop Tire and Rubber Company, Ltd.; assistant secretary, Joseph O'Mara; K. and S. Tire and Rubber Company, Ltd.; manager and secretary, A. B. Hannay; board of directors, in addition to above, E. W. BeSaw, Firestone Tire and Rubber Company of Canada, Ltd.; C. H. Carlisle, Goodyear Tire and Rubber Company, Ltd.; T. B. Tomkinson, Canadian Goodrich Company, Ltd.; F. L. Freedman, Sterling Rubber Company, Ltd., and W. H. Miner, Miner Rubber Company, Ltd.

## 1916 or 1926?

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# Automotive Daily News

"Of, By and For the Entire Automotive Industry"

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AUTOMOTIVE DAILY NEWS PUBLISHING CORPORATION,  
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Treasurer; Alexander Johnston, Secretary.

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## Food and Cars

"THERE is going to be a good market for automobiles for some time to come," recently remarked E. E. Sidles, an automobile dealer of Lincoln, Neb., and then proceeded to give convincing arguments supporting his contention.

"The United States Department of Labor statistics may be dry reading to most people, but they now and then reveal facts of intimate interest, such as the future of the automobile industry. The figures to which I refer are those relating to food, probably man's biggest expense item, and to wages. The figures show that the price of food had advanced 46 per cent. in the eleven years ended with 1925, while wages during the same period had advanced 128 per cent. Man's real wages, therefore, have increased so much more rapidly than his expenses that he has more money to spend for automobiles."

*Mr. Sidles's point is well taken. When the wage earner finds himself with a superfluity of income over outgo, he naturally invests his surplus in that which will give him most pleasure and contribute most emphatically to increase his efficiency—and this indubitably spells Motor Car.*

*A contributing factor to this condition is found in the fact that while practically every other product necessary to modern life has increased 40, 50, 60 per cent. in the last eleven years, motor transportation has decreased 30 odd per cent. With these figures in mind any wonder at the rapid growth of motor car production disappears.*

## Local Shows

THAT the national shows for 1926 were distinguished successes is now a matter of history. The same interest and automotive enthusiasm are being registered in all the cities and towns where local shows are being held by the dealer organizations. Every issue of the Automotive Daily News chronicles the breaking of some show attendance record. To take a single issue we find that Indianapolis is breaking all records for visitors to its show this week. St. Paul last week gathered an attendance record of 127,000, a mark far above previous totals. Syracuse drew 30,000 people to its show, which is a new high for the northern New York city. Just a day or so ago Kansas City opened its automobile exhibition with a record-breaking crowd. Detroit closed a show week unprecedented both for crowds and for actual sales consummated.

It all goes to prove that enthusiasm for the motor car never ran higher and automotive men in all divisions of the industry have every right to look forward with renewed confidence to the business of 1926.

*Showing that if evil associations corrupt good manners, so do good habits breed flattering imitation, Citroen, the French motor car builder, in 1925 hung up a record of 67,000 cars produced. This is a very fair production, even for this country, where we are used to records, and for Europe it is miraculous. Why France in 1914 had a total of only 100,000 cars, and here comes one Frenchman with American ideals and turns out nearly three-quarters of this total in one year!*

California now has a car for every 2.4 of her people and Florida runs her a close race with a car for each 2.8 persons. Which state is going to be the first to boast: "A motor car for every man, woman and child in the state"? And don't run away with the idea that it is going to be very long before some state earns that right.

**FIRESTONES AS POLO FANS.** Harvey Firestone, tire magnate, and his son, Russell, as they appeared on the sidelines of the Nautilus Polo Field in Miami recently, interestedly watching the progress of the play.



(International Newsreel Photo.)

## BUS SERVICE IN OHIO EFFICIENT

### State Second Only to California in Motive Transportation

Akron, O., Feb. 18.—Ohio ranks second to California in the matter of motor bus transportation, a comparison of the mileage and service of the motor bus lines in the two states reveals, it was announced here today.

In California one may travel for thousands of miles on one bus line, the buses being equipped with radio and all modern devices for the comfort and pleasure of the passengers, with rest rooms and terminal stations at convenient way points.

Today in Ohio one may travel from the Ohio River to Lake Erie and from the Pennsylvania to the Indiana state line by bus, every county in the state being supplied with some form of motor transportation.

**MOTOR TRANSPORTATION** in the Buckeye State originated in 1918 in southeastern Ohio, which had inadequate train service and no interurban lines, the hilly country making the running of traction cars virtually impossible. Now every section of the state has its motor bus transportation service.

At first seven passenger touring cars were used. Now palatial coaches are installed on virtually every line. There is the parlor car which is comparable to the Pullman of the steam railway lines, with its individual wicker chairs, fine upholstered air cushions, and smoking compartments.

### IMPROVEMENTS DELAYED AT HERCULES CORP. PLANT

Evansville, Ind., Feb. 18.—Final details of the \$250,000 improvements program for the automotive department of Hercules Corporation plant here may not be completed for about ten days, according to C. S. Sanford, plant superintendent. Installation of mechanical units have been held up pending improvements to the refrigeration department.

A daily production schedule of 142 Ford, Graham and Chevrolet truck bodies was maintained for the last week, Mr. Sanford said. Completion of new equipment will boost production to 175 truck bodies a day. Since January 1, Hercules automotive department is said to have increased its operating force from 400 to 800 men.

## MOTOR EQUIPMENT VARIOUSLY USED

St. Louis, Feb. 18.—A unique system of early morning meat deliveries to homes on the paved highway between St. Louis and Chester, Ill., is being made possible by use of a special refrigerator truck used by the J. H. Belz Provision Company.

The special body is insulated and fitted with refrigerator doors, hinges and locks. The truck is loaded at midnight daily at the Belz plant in St. Louis and then starts on its tour of deliveries to markets in every town along the highway.

There is a saving of time by the new method which often amounts to as much as twelve hours, as compared with the old way of delivering. The truck used is one of the new heavy duty Speedwagons, which has a live load capacity of two tons and is capable of sustained highway speeds up to thirty-five miles an hour.

### MOTORS FOR ROCK SPRINGS

Rock Springs, Wyo., Feb. 18 (U. T. P. S.).—The city of Rock Springs is motorizing its street and garbage departments, doing away with the use of horses entirely. Two years ago horse-drawn street sprinklers gave way to a motor sprinkler, and now the City Fathers are seeking bids on a five-ton caterpillar-type tractor, a motor-drawn heavy blade scraper with scarifier and light trucks with 1½ cubic yard dump bodies. The latter will be switched from garbage to street work as the occasion demands. The equipment was to be purchased at the meeting on February 16.

**BUFFALO WANTS TRACTORS**  
Buffalo, N. Y., Feb. 18.—Commissioner Love of the Buffalo city council will ask council's authority to obtain bids for fifty tractors to replace eight teams of horses, used to haul garbage and ashes. He estimates the cost of operation will be cut 25 per cent.

The new plan will make possible a garage in North Buffalo.

contest open to all salesmen everywhere.

Points made are based on the number of contracts sold and on the number of bumpers sold in addition to those covered by contracts.

## Coming Automotive Events

### FEBRUARY

- 8-20—Geneva, N. Y., Annual Automobile Show.
- 13-29—Kansas City, Mo., Automobile Show.
- 14-29—Des Moines, Iowa, Automobile Show.
- 15-29—Paterikon, N. J., Automobile Show.
- 15-29—Logan, W. Va., Third Annual Automobile Show.
- 15-29—Louisville, Ky., Annual Automobile Show.
- 15-29—Indianapolis, Spring Automobile Show.
- 15-29—Chattanooga, Tenn., Chattanooga Motor Show.
- 15-Mar. 15—Copenhagen, Denmark, Twenty-sixth Annual Automobile and Motorcycle Show.
- 16-20—Great Falls, Mont., Eleventh Annual Show.
- 16-20—Peoria, Ill., Automotive Show, fifteenth annual.
- 16-26—Birmingham, England, British Industrial Fair.
- 17-20—Atlanta, Ga., Southern Automotive Jobbers' convention.
- 18-20—Adams, Mass., Automobile Show.
- 18-21—Altoona, Pa., Annual Automobile Show.
- 20—York, Pa., Automobile Show, E. A. Clark, manager.
- 26-27—Albany, N. Y., Automobile Show, J. B. Woods, manager.
- 26-27—St. Louis, Mo., Automobile Show, Robert E. Lee, manager.
- 26-27—Hartford, Conn., Automobile Show, Arthur Fifoot, manager.
- 26-27—Los Angeles, Automobile Show.
- 26-27—Albion, N. Y., Annual Automobile Show.
- 26-27—Seattle, Wash., Automobile Show.
- 26-27—Erie, Pa., Annual Automobile Show.
- 21—Canton, O., Automobile Show.
- 21—Omaha, Automobile Show.
- 22-27—Wilkes-Barre, Pa., Twenty-first Automobile Show.
- 22-27—Grand Rapids, Mich., Automobile Show, M. D. Elgin, manager.
- 22-28—Portland, Me., Fourteenth Annual Automobile Show, H. B. Chandler, manager.
- 23-26—Mankato, Minn., Automobile Show.
- 24-27—Rochester, Pa., Beaver County Automobile Show.
- 24-27—Eugene, Ore., Annual Automobile Show.
- 25-26—Montgomery, Ala., Alabama Automotive Trades Association, eleventh annual meeting.
- 26—Huntington, Pa., Automotive Association merchandising meeting.
- 27-Mar. 6—Red Bank, N. J., Monmouth County Automobile Show.
- 27-Mar. 6—Johnstown, Pa., Automobile Show.
- 27-Mar. 6—Allentown, Pa., Automobile Show.

### MARCH

- 1-2—Springfield, Ill., Illinois Automotive Trade Association, annual convention.
- 1-6—Springfield, Mass., Eleventh Annual Automobile Show, H. W. Stacy, manager.
- 1-6—Evansville, Ind., Fourteenth Annual Show.
- 1-6—Wilmington, Del., Eleventh Annual Show.
- 1-6—Hackensack, N. J., Automobile Show.
- 3-6—St. Louis, Mo., Annual Automobile Show.
- 4-6—Bismarck, N. Dak., Automobile Show.
- 5—Springfield, Me., Automotive Equipment Association merchandising meeting.
- 9-12—Fl. Dodge, Ia., Annual Automobile Show.
- 6-13—Boston, Mass., Automobile Show, C. I. Campbell, manager.
- 6-14—Fort Worth, Tex., Automobile Show.
- 7-13—Bethlehem, Pa., Automobile Show, J. L. Elliott, manager.
- 10-13—Saginaw, Mich., Annual Automobile Show.
- 11-13—Edmonton, Alberta, Automobile Show.
- 12-13—Mandan, N. Dak., Automobile Show.
- 12-18—Oklahoma City, Okla., Automotive Equipment Association merchandising meeting.
- 17-18—Winston-Salem, N. C., North Carolina Automotive Trades Association annual convention.
- 18—Winston-Salem, N. C., National Automobile Dealers' Association Sales Congress.
- 23-25—Washington, D. C., National Conference on Street and Highway Safety.
- 26-27—Bridgeport, Conn., Automobile Show.
- 29-Apr. 3—Detroit, Mich., Second Annual Motor Bus Show.

# Financial News of the Automotive Industry

## AVERAGE GASOLINE PRICE ADVANCES TO 16.458c. A GALLON

### Rise Reflects Present Strength of Crude Oil Market

NEW YORK, Feb. 18.—The recent advance of one cent a gallon in the tank wagon price of gasoline in the East and South, with the similar advance in the Middle West and Rocky Mountain States, brings the average price in thirty representative cities to 16.458 cents, an advance of 0.833 from the average price of 15.625 cents at the first of the year, according to a Dow, Jones compilation. At the present level, the tank-wagon average is 1.359 cents less than a year ago, 2.567 cents below the average of highest prices reached in 1925 and 3.608 cents above the average of lowest prices reached in the same year.

The advance reflects strength of the crude oil market, which was recently advanced 25 cents a barrel in the mid-continent and Pennsylvania districts. Gasoline prices in the Middle West and Rocky Mountain states are 1 cent a gallon lower than a year ago, while those along the Atlantic seaboard are from 1 to 3 cents lower than at this time last year. In view of the fact that Pacific Coast gasoline prices are also from 1 to 3 cents below the level of a year ago, the important influence of California on eastern gasoline markets is obvious.

The following table compares present tank-wagon prices of Standard Oil companies in thirty cities with a year ago and high and low of 1925. All prices are exclusive of state or city taxes.

|               | Year   | 1925   | 1924   |
|---------------|--------|--------|--------|
| Pres.         | ago.   | High.  | Low.   |
| Atlanta       | 18.0   | 20.0   | 13.0   |
| Baltimore     | 16.0   | 19.0   | 13.0   |
| Birmingham    | 18.0   | 19.0   | 13.0   |
| Boston        | 18.0   | 21.0   | 15.0   |
| Butte         | 20.0   | 22.0   | 16.0   |
| Chicago       | 17.0   | 19.0   | 14.0   |
| Cleveland     | 19.0   | 17.0   | 15.0   |
| Dallas        | 14.0   | 14.0   | 10.0   |
| Des Moines    | 17.5   | 18.5   | 13.5   |
| Denver        | 18.0   | 19.0   | 20.0   |
| Detroit       | 17.8   | 18.8   | 13.8   |
| Houston       | 15.0   | 14.0   | 18.0   |
| Indianapolis  | 17.2   | 18.2   | 13.2   |
| Kansas City   | 16.9   | 17.9   | 12.9   |
| Louisville    | 18.0   | 18.0   | 12.0   |
| Los Angeles   | 10.5   | 15.0   | 13.5   |
| Memphis       | 15.0   | 18.0   | 10.5   |
| Milwaukee     | 17.1   | 18.1   | 20.1   |
| Minneapolis   | 18.2   | 19.2   | 20.2   |
| Newark        | 16.0   | 19.0   | 13.5   |
| New Orleans   | 14.5   | 17.5   | 11.5   |
| New York      | 18.0   | 21.0   | 22.0   |
| Omaha         | 16.25  | 14.0   | 19.25  |
| Philadelphia  | 17.0   | 19.0   | 21.0   |
| St. Louis     | 16.1   | 17.1   | 18.1   |
| St. Paul      | 18.2   | 19.2   | 20.2   |
| San Francisco | 14.0   | 15.0   | 15.0   |
| Seattle       | 14.0   | 15.0   | 15.0   |
| Tulsa         | 12.0   | 16.5   | 18.0   |
| Wilmington    | 17.0   | 19.0   | 21.0   |
| Average       | 16.458 | 17.817 | 19.025 |
|               |        |        | 12.860 |

Gasoline prices on January 1, 1921, were probably the highest ever reached in the United States. The lows of 1923 were, with the exception of 1925, the lowest since 1915.

### Brake Co. Asks Charter

Davenport, Ia., Feb. 18.—The American Brake Company, manufacturer of automobile brakes, friction motor brakes and accessories, has applied for charter with capitalization of \$500,000 divided into \$400,000 preferred and \$100,000 common stock. The latter issue is of two grades with varying par value. Edgar C. Erickson, Davenport, is president of the company; R. R. Blank, secretary-treasurer, and Max Brown, a director.

### DuPont Support Lifts G. M. Stock

New York, Feb. 18.—The impressive strength displayed recently by the shares of the General Motors Corporation on the New York Stock Exchange is attributed to support from the duPont interests, who are understood to be buying heavily. The buying is evidently based on the theory that the stock will show considerable appreciation before the corporation's extra dividend policy is announced late in the spring. Another factor in the accumulation which has been going on for some time is the favorable impression created by the record earnings shown for the last quarter of 1925.

### TO REORGANIZE EMERSON-BRANT

### Organization of New Company Involves Readjustment

New York, Feb. 18.—Directors of the Emerson-Brantingham Company have drawn up a plan for the reorganization of the company and are submitting it to stockholders for approval. The proposal calls for the organization of a new company under the laws of Illinois, to be known as the Emerson Brantingham Corporation.

The new company will issue 200,000 shares of no par class A stock to be exchanged share for share for the preferred stock of the present company.

The class A stock is entitled to \$50 preference as to assets in the event of dissolution and to \$3.50 in dividends before the B stock. It is proposed to issue 20,000 shares of class B stock in exchange for the present common stock in the ratio of one new for each five of old. The B stock will share ratably with the A on any dividends of more than \$3.50 a share on the A stock.

The banks and large creditors have agreed, according to a committee composed of five of the nine members of the board of directors, to accept five-year 5 per cent. debenture notes in payment of the company's indebtedness on condition that the proposed plan obtains practically unanimous consent of preferred and common stockholders.

The company's report for the year ended October 31, 1925, shows a net loss after providing for depreciation, interest, taxes, etc., of \$915,914, exclusive of \$215,964 operating loss of Reeves, Geiser & Gas Engine plants, operation of which was discontinued during 1925. The net loss in the previous year was \$1,797,089.

### Policy on Gasoline Discounts Is Awaited

Chicago, Feb. 18.—Formulation of a policy toward quantity discount sales in oil business by Wisconsin department of markets will be delayed for at least a month. Involved in proceedings are charges of independent oil jobbers that the sale of gasoline by Standard Oil Company of Indiana and other large distributors on quantity discount basis is unfair to small interests.

### Crude Oil Stocks Fall Off Sharply

New York, Feb. 18.—Pipe-line and tank-farm gross domestic crude oil stocks east of the Rocky Mountains decreased 4,320,000 barrels in January, according to reports received by the American Petroleum Institute from representative companies.

### RANGE OF AUTOMOTIVE STOCKS

NEW YORK STOCK EXCHANGE

| Previous, 1926 | High    | Low  | Div. | Sales                | High   | Low     | Close   | Net Change |
|----------------|---------|------|------|----------------------|--------|---------|---------|------------|
| 18 3/4         | 16      |      |      | Advance Rumely       | 200    | 17 3/4  | 17 3/4  | + 1 1/2    |
| 63 1/4         | 55 1/2  | 3    |      | Advance Rumely pf.   | 600    | 60      | 59 1/2  | + 1 1/2    |
| 16             | 9 3/4   |      |      | Ajax Rubber          | 2,400  | 13 3/4  | 13 3/4  | + 1 1/2    |
| 9 1/2          | 8 9/16  | 6    |      | Allis-Chalmers       | 300    | 90 1/2  | 90      | + 1 1/2    |
| 110            | 109     | 7    |      | Allis-Chalmers pf.   | 200    | 109 1/2 | 109 1/2 | + 1 1/2    |
| 34 1/2         | 28 1/4  |      |      | Am. Bosch Magneto    | 600    | 29 1/2  | 28 1/2  | + 1 1/2    |
| 15 1/2         | 13 3/4  | 1    |      | Am.-La France        | 700    | 14 1/2  | 14 1/2  | + 1 1/2    |
| 37 1/2         | 32 1/2  | 3    |      | Briggs Mfg. Co.      | 1,000  | 33 1/2  | 32 1/2  | + 1 1/2    |
| 54 1/2         | 46 1/2  |      |      | Chrysler Corp.       | 6,800  | 48 1/2  | 47 1/2  | + 1 1/2    |
| 13             | 11 1/4  | .80  |      | Continental Motors   | 1,700  | 12      | 11 1/2  | + 1 1/2    |
| 47 1/2         | 40 1/2  |      |      | Dodge Bros. A        | 15,000 | 42 1/2  | 40 1/2  | + 1 1/2    |
| 88 1/2         | 85 1/2  | 7    |      | Dodge Bros. pf.      | 500    | 87      | 86 1/2  | + 1 1/2    |
| 32 1/2         | 26 1/2  | 2    |      | Eaton Axle & Spring  | 4,400  | 30 1/2  | 30 1/2  | + 1 1/2    |
| 89 1/2         | 74 1/2  | 6.50 |      | Electric Auto-Lite   | 200    | 79      | 79      | + 1 1/2    |
| 4              | 1 1/2   |      |      | Emerson-Brant        | 100    | 3       | 3       | + 1 1/2    |
| 24 1/2         | 18 1/2  |      |      | Emerson-Brant pf.    | 300    | 19      | 19      | + 1 1/2    |
| 105 1/2        | 93 1/2  | 5    |      | Fisher Body          | 600    | 97 1/2  | 96      | + 1 1/2    |
| 26 1/2         | 22 1/2  |      |      | Fisk Rubber          | 3,900  | 22 1/2  | 22 1/2  | + 1 1/2    |
| 115            | 111     | 7    |      | Fisk Rubber 1st pf.  | 200    | 113 1/2 | 113 1/2 | + 1 1/2    |
| 9 1/2          | 8       |      |      | Gardner Motor        | 900    | 40 1/2  | 39 1/2  | + 1 1/2    |
| 121 1/2        | 115 1/2 | 12   |      | General Motors       | 1,200  | 23 1/2  | 23 1/2  | + 1 1/2    |
| 25 1/2         | 23      |      |      | Gildden Co.          | 2,700  | 64 1/2  | 64 1/2  | + 1 1/2    |
| 70 1/2         | 60 1/2  | 4    |      | Goodrich             | 400    | 106 1/2 | 106 1/2 | + 1 1/2    |
| 109 1/2        | 103 1/2 | 7    |      | Goodyear T. & R. pf. | 200    | 43 1/2  | 43 1/2  | + 1 1/2    |
| 46             | 42 1/2  | 3.50 |      | Hayes Wheel          | 1,700  | 113 1/2 | 113 1/2 | + 1 1/2    |
| 123 1/2        | 106 1/2 | 3    |      | Hudson Motor Car     | 59,700 | 117 1/2 | 113 1/2 | + 1 1/2    |
| 28 1/2         | 24 1/2  | 1    |      | Hupp Motor Car       | 1,600  | 25 1/2  | 25 1/2  | + 1 1/2    |
| 24 1/2         | 18      |      |      | Indian Motorcyle     | 200    | 22 1/2  | 22 1/2  | + 1 1/2    |
| 63 1/2         | 46 1/2  | 3    |      | Jordan Motor Car     | 6,700  | 60 1/2  | 58      | + 1 1/2    |
| 21 1/2         | 17      |      |      | Kelly-Springfield    | 300    | 19 1/2  | 18 1/2  | + 1 1/2    |
| 126            | 103     | 6    |      | Kelsey Wheel         | 800    | 119 1/2 | 115     | + 1 1/2    |
| 2 1/2          | 1 1/2   |      |      | Keystone T. & R.     | 2,000  | 1 1/2   | 1 1/2   | + 1 1/2    |
| 14             | 12 1/2  |      |      | Lei Rubber & Tire    | 300    | 12 1/2  | 12 1/2  | + 1 1/2    |
| 150            | 135 1/2 | 6    |      | Mac's Trucks         | 2,100  | 13 1/2  | 13 1/2  | + 1 1/2    |
| 111 1/2        | 106 1/2 | 7    |      | Moan Motors          | 1,800  | 110 1/2 | 110 1/2 | + 1 1/2    |
| 37 1/2         | 31 1/2  | 3    |      | Motometer A          | 2,100  | 34 1/2  | 35      | + 1 1/2    |
| 53 1/2         | 40 1/2  | 2.60 |      | Motor Wheel Corp.    | 1,900  | 41 1/2  | 41 1/2  | + 1 1/2    |
| 23 1/2         | 20 1/2  | 2.30 |      | Mullins Body         | 200    | 17 1/2  | 17 1/2  | + 1 1/2    |
| 19 1/2         | 16 1/2  | 4    |      | Murray Body          | 1,500  | 14 1/2  | 14 1/2  | + 1 1/2    |
| 15 1/2         | 12 1/2  | 1.60 |      | Norwalk Tire         | 1,200  | 13 1/2  | 13 1/2  | + 1 1/2    |
| 21 1/2         | 17      |      |      | Omnibus Corp.        | 3,700  | 19 1/2  | 19 1/2  | + 1 1/2    |
| 43 1/2         | 38      | 2    |      | Packard Motor Car    | 3,000  | 39 1/2  | 39 1/2  | + 1 1/2    |
| 28 1/2         | 22      | 1.80 |      | Paige-Detroit Motor  | 600    | 24      | 23 1/2  | + 1 1/2    |
| 43 1/2         | 35 1/2  | .80  |      | Pierce-Arrow         | 7,300  | 37      | 37      | + 1 1/2    |
| 108 1/2        | 94      |      |      | Pierce-Arrow pf.     | 200    | 102 1/2 | 103     | + 1 1/2    |
| 10 1/2         | 8 1/2   |      |      | Reynolds Spring      | 500    | 8 1/2   | 8 1/2   | + 1 1/2    |
| 31 1/2         | 25      |      |      | Spicer Mfg. Co.      | 400    | 29      | 28 1/2  | + 1 1/2    |
| 92 1/2         | 82 1/2  | 6    |      | Stewart-Warner Speed | 4,300  | 86 1/2  | 85      | + 1 1/2    |
| 77 1/2         | 72 1/2  |      |      | Stromberg Carburetor | 100    | 73 1/2  | 73 1/2  | + 1 1/2    |
| 59 1/2         | 55 1/2  | 6    |      | Studebaker Co.       | 4,200  | 57 1/2  | 56 1/2  | + 1 1/2    |
| 56 1/2         | 52 1/2  | 4    |      | Timken Roller Bear.  | 2,300  | 54 1/2  | 53 1/2  | + 1 1/2    |
| 88 1/2         | 78 1/2  | 7.50 |      | U. S. Rubber         | 22,600 | 82 1/2  | 80      | + 1 1/2    |
| 10 1/2         | 7 1/2   |      |      | White Motors         | 3,000  | 84 1/2  | 85 1/2  | + 1 1/2    |
| 34             | 28 1/2  |      |      | Willys-Overland      | 22,800 | 31      | 31      | + 1 1/2    |
| 99             | 81 1/2  | 7    |      | Willys-Overland pf.  | 4,200  | 88 1/2  | 88 1/2  | + 1 1/2    |
| 32 1/2</td     |         |      |      |                      |        |         |         |            |

# Dealer Activities

## SIXTH BRANCH FOR FORD DEALER IN WASHINGTON

Olympia, Wash., Feb. 18.—The Fred Hess Motor Company of Longview, Ford, Fordson and Lincoln dealer, will soon open its sixth branch in Castle Rock, Wash., according to Fred Hess, manager. The company now has offices at Longview, Kelso, Klamath, Rydewood and Cathlamet.

## NEW PAIGE-JEWETT DEALER IN INDIANAPOLIS

Indianapolis, Feb. 18.—Joseph J. Nyewander has just opened a new automobile dealership, the Irvington Paige-Jewett Company, at 5237 East Washington St. He has been in the automobile business here for fifteen years and until recently was associated with the Conduit Automobile Company.

## TO SELL OAKLANDS IN WORCESTER, MASS.

Worcester, Mass., Feb. 18.—The Franconia Motor Company, 435 Shrewsbury St., has just been appointed an associate dealer of Oakland and Pontiac cars by the Oakland Company of New England.

## Classified Advertising

### CLASSIFIED RATES 5c word (per daily insertion)

#### AGENTS

AGENTS.—To sell headlight switch, Ford water pump, inner rings, Liberal commissions, Han-dee Accessories Company, 1152 East 65th St., Chicago, Ill.

#### FOR SALE

FOR SALE.—Patent for tire spreader that is different than others, easier to operate and can be manufactured and sold at a reasonable price. Geo. W. Humphrey, 1609 W. Court, Flint, Michigan.

## WATCH THIS LIST GROW

### Advertisers Who Use the Automotive Daily News

Advertising Service  
Ambo Engineering Institute  
Apex Sub Carburetor Co.  
Auburn Automobile Co.  
Aut-O-Lantern Co.  
Automobile Business Bureau  
Automotive Rotary Lift Co.  
Bair Mfg. Co.  
Bendix Brake Co.  
Benj. Van Why Body Co.  
Blu-Blaze Specialty Co.  
Bonney Forge & Tool Co.  
Buick Motor Car Co.  
Byrne-Kingston Co.  
Cadillac Motor Car Co.  
Chassis Lubricating Co.  
Chevrolet Motor Co.  
Clark Equipment Co.  
Continental Motors Corp.  
Dansville Trunk Corp.  
Dayton Steel Foundry Co.  
Dodge Brothers  
Dunlop Tire & Rubber Co.  
Durant Motors, Inc.  
Eezee Mfg. Co.  
Eicar Motor Car Corp.  
Electric Auto Lite Co.  
Elks Magazine  
F. B. Stearns Co.  
Federal Truck Co.  
Fisher Body Corp.  
Flint Motor Car Co.  
Franklin Automobile Co.  
Frick Brothers  
Furness-Bermuda Steamship Co.  
General Motors Corp.  
Hampden Auto Top Mfg. Co.  
Hardie Mfg. Co.  
Hayes Wheel Corp.  
Herman Tire Bldg. Mach. Co.  
Hewitt Rubber Co.  
Hupp Motor Car Corp.  
Improved Gauge Corp.  
John Warren Watson Co.  
J. H. Newmark, Inc.  
Juhass Carburetor Co.  
Kellogg Mfg. Co.  
Locomobile Co. of America  
Manhattan Insulated Wire Co.

## BROTHERS OPEN FORD DEALERSHIP IN DETROIT

Detroit, Feb. 18.—Joseph A. Orbits and his brother, A. S. Orbits, have just opened a new Ford sales and service building at Livermore and the Six-Mile Road. Mr. Orbits was formerly with the W. B. Deyo Company.

## NAMED FLINT DEALER IN WALLACE, IDA.

Spokane, Wash., Feb. 18.—The West Motor Company of Wallace, Idaho, has just been named Flint dealer by the Spokane Auto Company, distributor for that territory.

## WARREN MOTORS SUCCESSOR OPEN AT BURLINGTON

Burlington, N. C., Feb. 18.—The Alamance Chevrolet Company, successor to the James Warren Motor Company, has started business in Burlington. C. M. Euliss is manager of the new firm. Associated with Mr. Euliss are C. R. Jones, Jr., Sanford bank official, and L. P. Wilkins, Sanford Chevrolet dealer.

## KULLBERGER ADDS MARMON TO REO AND OLDS LINE

Chicago, Feb. 18.—E. Kullberger, the Kullberger Motor Sales, 1441 East 75th St., has added the Marmon line of cars, in addition to the Reo. The firm also carries one Oldsmobile automobile in the showroom at 6838 Stony Island Ave.

## HUDSON-ESSEX DEALERSHIP CHANGES HANDS

Olympia, Wash., Feb. 18.—F. C. Schaefer of Seattle has purchased the Goodman Motor Company, Sumner, Wash., Essex and Hudson dealers. The new firm will be known as the Schaefer Motor Company and will continue to distribute Hudson and Essex cars. Before moving to Sumner, Schaefer was allied with the Lee Tire Service of Seattle.

## Personal Paragraphs

### FARRELL IN NEW POST

Newark, N. J., Feb. 18.—Patrick Farrell, formerly with the Jersey City Cadillac Company, is now vice-president and manager of the New Jersey Automobile Brokers, Inc., 228-230 Halsey St., this city. While with the Cadillac dealer he was in charge of the sales department, and last Christmas was the winner of the sales contest conducted by it.

### APELAND RETURNS

Chicago, Feb. 18.—Knut Ape-land, part owner of the Woodlawn Motor Car Sales and Service Company, 6136 Cottage Grove Ave., Paige, Jewett and Pierce-Arrow dealer, has fully recovered his health after two months in southern California.

### PAUL HEADS COMMERCE BODY

Charleston, S. C., Feb. 18.—J. Robertson Paul, president of the Paul Gilbert Motor Company of this city, has just been elected president of the Charleston Chamber of Commerce. Mr. Paul is also president of the Charleston Automotive Trades Association.

## Incorporations

### WASHINGTON

Olympia, Wash., Feb. 18.—New Washington automotive incorporations include the Rickenbacher Seattle Company, Seattle, \$4,500; L. W. Warner, Paul R. Warner and G. M. Stoecking; to distribute Rickenbacher automobiles.

Olympian Auto Parts, Inc., Olympia, \$10,000; Reuben Cohn and H. Richlen; to sell automobile parts and accessories.

Jaeger Hydro-Carbon Oil Burner Company, Tacoma, \$1,000; H. W. Jaeger, Harvey E. Warren and Myrtle Warren.

Grays Harbor Transportation Company, Aberdeen, \$99,000; Frank E. Burrows and W. H. Tucker, to engage in motor transportation.

Kelly-Springfield Motor Truck Corporation, \$50,000; Harold H. Hartman and Dwight B. Hartman; to sell Kelly-Springfield motor trucks.

Standard Safety Appliance Company, Everett, \$20,000; T. M. Williams, Theodore Carlson and J. M. Ralph.

Fremont Battery Service, Inc., Seattle, \$2,000; Victor Lance and Clarence Barber; to deal in and service storage batteries.

Union Garage Company, Inc., Seattle, \$50,000; William A. Mehan, Charles H. Graves and Charles W. Littlefield.

Standard Boiler and Machine Works, Seattle, \$100,000; D. M. Miller, T. H. Scheumann, A. J. T. Edwards, J. Park Cutting, Vernon L. Maxfield, P. J. Wiesner.

Seattle Peerless Motor Company, Seattle, \$10,000; J. L. Smith and C. A. Little.

Electric Service Corporation, Tacoma, \$20,000; amendment changing name to Perry Battery and Electric Company.

Charleston, W. Va., Feb. 18.—The following new automotive companies have been incorporated here:

Princeton Motor Company, Princeton, \$25,000; to buy and sell motor vehicles; Tillie M. Moarie, R. M. Moarie, Nellie L. Shepherd, C. H. Shepherd and Ajax T. Smith, Princeton.

Triangle Trucking Corporation, Parkersburg, \$25,000; to operate transfer trucks.

T. E. L. O'Donnell and A. M. North, Wheeling; W. E. Shivers, D. E. Berkman and Dan B. Leonard, Parkersburg; Beckley-Stonewood Bus Company, Beckley, \$50,000; to operate a bus line; Prince E. Lilly and John R. Hornbrook, Lillybrook; R. G. Richards and Effie Richards, Beckley, and C. E. Lilly, Sullivan.

Easy Pay Tire Company, Huntington, \$25,000; to conduct retail tire business; M. E. Thackston, J. A. Thackston, Mrs. Pauline Thackston, Lawrence Schavau and H. M. Burke Huntington.

Hulck Sales Agency, Inc., Welch, \$25,000; to buy and sell automobiles; O. J. B. F. Howard and H. A. Farmer, Welch.

Yellow Cab Company, Bluefield, \$10,000; to operate taxicabs; J. D. Abshire, Claude Cumper, E. W. Lowry, W. N. Grinstead and Thomas H. Scott.

### WISCONSIN

Madison, Wis., Feb. 18.—New incorporations announced here by the secretary of state include the following:

Mer-Chevrolet Company, Inc., Milwaukee, \$50,000; R. F. Anger, G. E. Merkle, R. G. Gundersen.

Dean Yellow Cab Company, Inc., Appleton, \$15,000; W. H. Dean, Henry Gillette, C. E. Neuman.

Madison Auto Replacement House, Madison, \$1,000; Mrs. Ida Gerke, Edward T. Gerke, Henry A. Gerke.

The Tri-Clover Machine Company, Kenosha, has increased its capital stock from \$50,000 to \$75,000.

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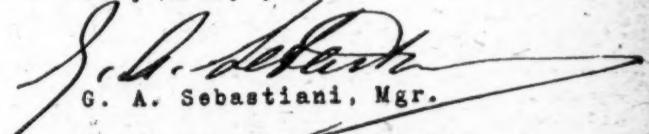
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